



WXYZ

# ORDER

Flight Dates **09/19/12-09/25/12**

Contract / Revision **311424 /** **DIBC2 Detroit Int Bridge Co 2012**

Original Date / Revision 09/18/12 09/20/12 Agency Com 15%

Advertiser **The People Should Decide C** Billing Contact

Agency **Smart Media Group**  
Buying Contact  
**814 King Street - Suite 400**  
**Alexandria, VA 22314-3039**

Primary Account Executive  
Dave Lombardo

Sales Office EWSDC  
Sales Region NAT  
Agency Ref

Order Sep 00:20:00

Estimate # **919925**

Alt Order #

Billing Type Cash

Order Type GENERAL

Billing Cycle EOM/EOC

Billing Calendar BROADCAST

Demographic A25-54

Rev Codes POL POL ISS Ballot

Product Codes PL

Priority P-1

Advertiser Ref

Account Executive	Order%	Start Date	End Date
Dave Lombardo	100%		

Order Share 25% Market Value 157600

Competing Station	% of Order	Amount
CABLE	%	0
UNKWN	%	0
WADL	%	0
WDIV	25%	39400
WDWB	%	0
WJBK	25%	39400
WKBD	5%	7880
WLPC	%	0
WPXD	%	0
WTVS	%	0
WWJ	20%	31520

## Order Totals

## Billing Plan

Month	# of Spots	Net Amount	Gross Amount	Rating	Start Date	End Date	# Spots	Net Amount	Gross Amount
September 2012	39	\$33,490.00	\$39,400.00	0.00	08/27/12	09/25/12	39	\$33,490.00	\$39,400.00
<b>Totals</b>	<b>39</b>	<b>\$33,490.00</b>	<b>\$39,400.00</b>	<b>0.00</b>					

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Totals	
														Spots	Amount
N 1	WXYZ	09/19/12	09/21/12	M-F 9a-10a M-F 9a-10a	CM	9-10am M-F	--WTF--	:30	3	\$800.00	P-2	0.00	NM	3	\$2,400.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>				
Week:		09/17/12	09/23/12	--WTF--			3		\$800.00		0.00				
N 2	WXYZ	09/24/12	09/25/12	M-F 9a-10a M-F 9a-10a	CM	9-10am M-F	MT-----	:30	2	\$800.00	P-2	0.00	NM	2	\$1,600.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>				
Week:		09/24/12	09/30/12	MT-----			2		\$800.00		0.00				
N 3	WXYZ	09/19/12	09/21/12	12-1pm M-F 12-1pm	CM	12-1pm	--WTF--	:30	3	\$1,000.00	FX	0.00	NM	3	\$3,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>				



WXYZ

Print Date: 09/24/12

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Contract / Revision **311424** Flight Dates **09/19/12-09/25/12**

Hiatus Dates

Original Date / Revision 09/18/12/ 09/20/12

Order Sep 00:20:00

Advertiser **The People Should Decide** Product **DIBC2 Detroit Int Bridge Co** Estimate # **919925**

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Totals	
														Spots	Amount
N 3	WXYZ	09/19/12	09/21/12	12-1pm M-F 12-1pm	CM	12-1pm	--WTF--	:30	3	\$1,000.00	FX	0.00	NM	3	\$3,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 09/17/12	09/23/12	--WTF--					3	\$1,000.00		0.00			
N 4	WXYZ	09/24/12	09/25/12	12-1pm M-F 12-1pm	CM	12-1pm	MT-----	:30	2	\$1,000.00	FX	0.00	NM	2	\$2,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 09/24/12	09/30/12	MT-----					2	\$1,000.00		0.00			
N 5	WXYZ	09/19/12	09/21/12	430 AM News 7 Action News This Morni	CM	430a-5a	--WTF--	:30	3	\$150.00	P-4	0.00	NM	3	\$450.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 09/17/12	09/23/12	--WTF--					3	\$150.00		0.00			
N 6	WXYZ	09/24/12	09/25/12	430 AM News 7 Action News This Morni	CM	430a-5a	MT-----	:30	2	\$150.00	P-4	0.00	NM	2	\$300.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 09/24/12	09/30/12	MT-----					2	\$150.00		0.00			
N 7	WXYZ	09/20/12	09/21/12	5am News M-F 5am News M-F	CM	5-6am M-F	---TF--	:30	2	\$675.00	FX	0.00	NM	2	\$1,350.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 09/17/12	09/23/12	---TF--					2	\$675.00		0.00			
N 8	WXYZ	09/19/12	09/21/12	GMA M-F 7-9am M-F 7-9am	CM	7-9am M-F	--WTF--	:30	3	\$1,200.00	FX	0.00	NM	3	\$3,600.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 09/17/12	09/23/12	--WTF--					3	\$1,200.00		0.00			
N 9	WXYZ	09/22/12	09/22/12	Action News SAT 6am Action News SAT 6am	CM	SAT 6-7am	-----S-	:30	1	\$300.00	P-4	0.00	NM	1	\$300.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 09/17/12	09/23/12	-----S-					1	\$300.00		0.00			
N 10	WXYZ	09/22/12	09/22/12	SA 8-10am Action News SA 8-10am Action News	CM	8-10a	-----S-	:30	1	\$600.00	P-2	0.00	NM	1	\$600.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 09/17/12	09/23/12	-----S-					1	\$600.00		0.00			
N 11	WXYZ	09/23/12	09/23/12	Action News SUN 6am Action News SUN 6am	CM	SUN 6-7am	-----S	:30	1	\$300.00	P-4	0.00	NM	1	\$300.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 09/17/12	09/23/12	-----S					1	\$300.00		0.00			
N 12	WXYZ	09/23/12	09/23/12	Action News SUN 8am Action News SUN 8am	CM	Sun 8-930am	-----S	:30	1	\$500.00	P-2	0.00	NM	1	\$500.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 09/17/12	09/23/12	-----S					1	\$500.00		0.00			
N 13	WXYZ	09/20/12	09/20/12	5p News 5-6pm M-F	CM	5-6pm M-F	---T---	:30	1	\$1,500.00	FX	0.00	NM	1	\$1,500.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 09/17/12	09/23/12	---T---					1	\$1,500.00		0.00			
N 14	WXYZ	09/25/12	09/25/12	5p News 5-6pm M-F	CM	5-6pm M-F	-T-----	:30	1	\$1,500.00	FX	0.00	NM	1	\$1,500.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 09/24/12	09/30/12	-T-----					1	\$1,500.00		0.00			
N 15	WXYZ	09/19/12	09/21/12	7p News M-F 7-730p	CM	7-730pm M-F	--WTF--	:30	3	\$2,000.00	FX	0.00	NM	3	\$6,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 09/17/12	09/23/12	--WTF--					3	\$2,000.00		0.00			



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Print Date: 09/24/12

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Original Date / Revision 09/18/12/ 09/20/12

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Advertiser **The People Should Decide** Product **DIBC2 Detroit Int Bridge Co** Estimate # **919925**

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Totals	
														Spots	Amount
N 15	WXYZ	09/19/12	09/21/12	7p News M-F 7-730p	CM	7-730pm M-F	-- WTF--	:30	3	\$2,000.00	FX	0.00	NM	3	\$6,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		09/17/12	09/23/12	-- WTF--					3	\$2,000.00		0.00			
N 16	WXYZ	09/24/12	09/24/12	7p News M-F 7-730p	CM	7-730pm M-F	M-----	:30	1	\$2,000.00	FX	0.00	NM	1	\$2,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		09/24/12	09/30/12	M-----					1	\$2,000.00		0.00			
N 17	WXYZ	09/23/12	09/23/12	Early News Su Su 6-630p	CM	6-630pm Sun	-----S	:30	1	\$1,000.00	P-3	0.00	NM	1	\$1,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		09/17/12	09/23/12	-----S					1	\$1,000.00		0.00			
N 18	WXYZ	09/22/12	09/22/12	SA 1130p-1230a SA 1130p-1230a	CM	1130pm-1230am	-----S-	:30	1	\$250.00	P-3	0.00	NM	1	\$250.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		09/17/12	09/23/12	-----S-					1	\$250.00		0.00			
N 19	WXYZ	09/23/12	09/23/12	SU 12a-1a SU 12a-1a	CM	12am-1am	-----S	:30	1	\$200.00	P-4	0.00	NM	1	\$200.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		09/17/12	09/23/12	-----S					1	\$200.00		0.00			
N 20	WXYZ	09/23/12	09/23/12	SU 1a-2a SU 1a-2a	CM	1am-2am	-----S	:30	1	\$150.00	P-3	0.00	NM	1	\$150.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		09/17/12	09/23/12	-----S					1	\$150.00		0.00			
N 21	WXYZ	09/23/12	09/23/12	Sports Update 1130-12n SU 1130p-12a	CM	1130pm-12am	-----S	:30	1	\$1,000.00	FX	0.00	NM	1	\$1,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		09/17/12	09/23/12	-----S					1	\$1,000.00		0.00			
N 22	WXYZ	09/20/12	09/20/12	Late News M-Su 11pm Action News Updat	CM	11-1135pm M-Sun	---T---	:30	1	\$3,500.00	P-2	0.00	NM	1	\$3,500.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		09/17/12	09/23/12	---T---					1	\$3,500.00		0.00			
N 23	WXYZ	09/25/12	09/25/12	Late News M-Su 11pm Action News Updat	CM	11-1135pm M-Sun	T-----	:30	1	\$3,500.00	P-2	0.00	NM	1	\$3,500.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		09/24/12	09/30/12	-T-----					1	\$3,500.00		0.00			
N 24	WXYZ	09/24/12	09/25/12	GMA M-F 7-9am M-F 7-9am	CM	7-9am M-F	MT-----	:30	2	\$1,200.00	FX	0.00	NM	2	\$2,400.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		09/24/12	09/30/12	MT-----					2	\$1,200.00		0.00			
Totals													39	\$39,400.00	